

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 398 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6598
(864) 576-7777 FAX (864) 587-4460

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19855	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: McCrory 4 NC Gov	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A DealF..	05	150	30 Comme	Nbr of Spots	1	150
2	M-F 4-5p Judge JudyF..	04	225	30 Comme	Nbr of Spots	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots	1	170
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	150	30 Comme	Nbr of Spots	1	150
5	M-F 4-5p Judge Judy M.....	04	225	30 Comme	Nbr of Spots	1	225
6	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	150
7	Sat 10p ET / 9p CT 48 HoursS.	06	600	30 Comme	Nbr of Spots	1	600
8	Sat 8-9p	06	400	30	Nbr of Spots	1	400
Weekly Totals: Total Spots(Ord Spots)					65	65	
Closed PR					1	1	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4430

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19855	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
9	Sat 9-10p ...S...	06		30 Comme	Nbr of Spots		
10	M-F 1135p ET / 1035p CT Late Show ...T...	06	170	30 Comme	Nbr of Spots	1	170
11	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	150	30 Comme	Nbr of Spots	1	150
12	M-F 4-5p Judge Judy ...T...	04	225	30 Comme	Nbr of Spots	1	225
14	M-F 1135p ET / 1035p CT Late Show ...T...	06	170	30 Comme	Nbr of Spots	1	170
15	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	150	30 Comme	Nbr of Spots	1	150
16	M-F 4-5p Judge Judy ...T...	04	225	30 Comme	Nbr of Spots	1	225
17	Wed 10p ET / 9p CT CSI ...W...	06	1200	30 Comme	Nbr of Spots	1	1200
18	M-F 3p ET / 2p CT Let's Make A Deal ...W...	05	150	30 Comme	Nbr of Spots	1	150
19	M-F 4-5p Judge Judy ...W...	04	225	30 Comme	Nbr of Spots	1	225
Weekly Totals:					Total Spots(Ord Spots)	65	65
Closed PR					1	1	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6898
(864) 576-7177 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19855	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
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Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
20	M-F 9a Dr Phil W....	05	150	30 Comme	Nbr of Spots	1	150
21	Tue 10p ET / 9p CT Vegas T.....	05	1200	30 Comme	Nbr of Spots	1	1200
22	Fri 10p ET / 9p CT Blue Bloods ...F..	05	1200	30 Comme	Nbr of Spots	1	1200
23	M-F 1135p ET / 1035p CT Late Show ...F..	06	170	30 Comme	Nbr of Spots	1	170
24	M-F 1230-2p ET CBS Soaps ...F..	12	260	30 Comme	Nbr of Spots	1	260
25	M-F 5a News ...F..	04	60	30 Comme	Nbr of Spots	1	60
26	M-F 530a News ...F..	04	140	30 Comme	Nbr of Spots	1	140
27	M-F 6a News ...F..	04	250	30 Comme	Nbr of Spots	1	250
28	M-F 730p Scene On 7 ...F..	06	250	30 Comme	Nbr of Spots	1	250
29	M-F 8a CBS This Morning ...F..	05	110	30 Comme	Nbr of Spots	1	110
Weekly Totals: Total Spots(Ord Spots)					65	65	
Closed PR					1	1	

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Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	Total	Cost
30	M-F 9a Dr PhilF..	06	150	30 Comme	Nbr of Spots	1	1	150
31	Fri 9p ET / 8p CT Made In JerseyF..	05	900	30 Comme	Nbr of Spots	1	1	900
32	M-F 1230-2p ET CBS Soaps M.....	12	260	30 Comme	Nbr of Spots	1	1	260
33	M-F 5a News M.....	04	60	30 Comme	Nbr of Spots	1	1	60
34	M-F 530a News M.....	04	140	30 Comme	Nbr of Spots	1	1	140
35	M-F 6a News M.....	04	250	30 Comme	Nbr of Spots	1	1	250
36	M-F 730p Scene On 7 M.....	06	250	30 Comme	Nbr of Spots	1	1	250
37	M-F 8a CBS This Morning M.....	05	110	30 Comme	Nbr of Spots	1	1	110
38	Sat 6a NewsS.	06	50	30 Comme	Nbr of Spots	2	2	100
39	Sat 7p NewsS.	05	150	30 Comme	Nbr of Spots	1	1	150
Weekly Totals: Total Spots(Ord Spots)					65	65		
Closed PR					1	1		

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Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
40	Sun 1030a ET / 930a CT Face The NationS	05	275	30 Comme	Nbr of Spots	1	275
41	Sun 1135p Criminal MindsS	04	125	30 Comme	Nbr of Spots	1	125
42	Sun 6a NewsS	06	50	30 Comme	Nbr of Spots	1	50
43	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	2	550
44	M-F 5a News ...T....	04	60	30 Comme	Nbr of Spots	1	60
45	M-F 530a News ...T....	04	140	30 Comme	Nbr of Spots	1	140
46	M-F 6a News ...T....	04	250	30 Comme	Nbr of Spots	1	250
47	M-F 730p Scene On 7 ...T....	06	250	30 Comme	Nbr of Spots	1	250
48	M-F 8a CBS This Morning ...T....	05	110	30 Comme	Nbr of Spots	1	110
49	M-F 9a Dr PhilS	05	150	30 Comme	Nbr of Spots	1	150
Weekly Totals: Total Spots(Ord Spots)					65	65	
Closed PR					1	1	

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Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19865	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
50	M-F 5a News T.....	04	60	30 Comme	Nbr of Spots	1	60
51	M-F 530a News T.....	04	140	30 Comme	Nbr of Spots	1	140
52	M-F 6a News T.....	04	250	30 Comme	Nbr of Spots	1	250
53	M-F 730p Scene On 7 T.....	06	250	30 Comme	Nbr of Spots	1	250
54	M-F 8a CBS This Morning T.....	05	110	30 Comme	Nbr of Spots	1	110
55	Tue 8p ET / 7p CT NCIS T.....	04	2500	30 Comme	Nbr of Spots	1	2500
56	M-F 9a Dr Phil T.....	05	150	30 Comme	Nbr of Spots	1	150
57	Tue 9p ET / 8p CT NCIS Los Angeles T.....	05	1800	30 Comme	Nbr of Spots	1	1800
58	M-F 1135p ET / 1035p CT Late Show ..W....	06	170	30 Comme	Nbr of Spots	1	170
59	M-F 1230-2p ET CBS Soaps ..W....	12	260	30 Comme	Nbr of Spots	1	260
Weekly Totals: Total Spots(Ord Spots)					65	65	
Closed PR					1	1	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
60	M-F 5a News ..W....	04	60	30 Comme	Nbr of Spots	1	60
61	M-F 530a News ..W....	04	140	30 Comme	Nbr of Spots	1	140
62	M-F 6a News ..W....	04	250	30 Comme	Nbr of Spots	1	250
63	M-F 730p Scene On 7 ..W....	06	250	30 Comme	Nbr of Spots	1	250
64	M-F 8a CBS This Morning ..W....	06	110	30 Comme	Nbr of Spots	1	110
65	Sat 9-10pS.	06	400	30 Comme	Nbr of Spots	1	400
Weekly Totals: Total Spots(Ord Spots)					65	65	
Closed PR					1	1	

Pre-emption Summary					
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value
9	Sat 9-10p	:30 Commercial	10/22/12	Closed Pre Emption	400.00 65 (10/27)

Grand Totals		Month 10 Weeks: 4	10/22
Totals			

		Month 10 Weeks: 4	
		10/22	
Spots	Totals	65	65
Cost	19855		19855

Grand Totals:

Spots:	65
Gross Total:	19,855.00
Commission:	2,978.25
Net Total:	16,876.75